

IN THE TITLE

Please replace "CUSTOMIZATION AND CACHING OF PERSONALIZED CONTENT" with "METHOD, MEMORY, PRODUCT, AND CODE FOR DISPLAYING PRE-CUSTOMIZED CONTENT ASSOCIATED WITH VISITOR DATA"

IN THE CLAIMS

Cancel claim 8 without prejudice or disclaimer.

- A1
1. (Amended) A method of customizing a web site [operating on a server computer], said method comprising [the following steps]:
- labeling content of the web site;
  - when at least one visitor accesses the content of a web site, registering the labeled accessed content in a personalized data file;
  - storing the data file for the at least one visitor;
  - generating [a set of pre-customized displays] at least one pre-customized display for a first visitor;
  - caching the [set of] at least one pre-customized displays on the server computer;
  - displaying the at least one pre-customized display to the first visitor;
  - [when the at least one visitor accesses a web site,] analyzing the data file of [the] a second visitor and associating the second visitor with the at least one pre-customized display, wherein analyzing is performed after generating; and
  - displaying the at least one pre-customized display to the second visitor, wherein the at least one pre-customized display is not regenerated before displaying the at least one pre-customized display to the second visitor.

- A2
11. (Amended) A computer readable memory that can direct a web site server computer to function in a specified manner, comprising:
- visitor files stored in said computer memory of said web site server computer;
  - pre-customized web content items stored in said computer memory of said web site server computer; and
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